



Blueprint for Business Success: **How to Build a Successful Brand**

DATE: Friday, June 16, 2006
9 a.m. – 3 p.m.

COST: \$195

Learn how Nike, Starbucks and other household brands became “the brand of choice” in their industry. What is brand? What is brand identity and what makes a brand valuable and sustainable over time? Learn brand basics such as creating a brand strategy that supports business and marketing goals, maximizing marketing resources and reducing waste; shortening your sales cycle and building brand equity. Other key brand essentials:

- Creating a meaningful mission statement
- Making your brand visible
- How the right name and mark can help build brand equity
- Translating your brand experience to the web

Who should attend:

Owners of small to mid-size businesses, with revenues between \$1 and \$5 million. Class will be limited to 25 participants. Three participants will be chosen as “case studies” for the afternoon session.

All participants will receive handouts and professional tips for future success and implementation. The workshop will have the added benefit of providing valuable feedback through an ad-hoc focus group of peers.

Lessons learned:

- Define your personal brand
- Define the value you bring to customers
- Understand how to position your brand for maximum impact

Requirements:

Prior to the seminar, participants will be asked to fill out a questionnaire and submit their answers along with a resume and/or company brochure (electronically). Attendees should bring three to five copies of their marketing materials, brochure, advertising samples, etc. for the purpose of critique and discussion.



Orly Zeewy is an award-winning, brand-identity consultant and communications strategist, with nearly 25 years of experience in brand identity, design and marketing communications. Her work has been widely published both nationally and internationally.

Past clients have included Kraft General Foods, Prince Manufacturing, Inc., and CoreStates.

Prior to starting her consulting practice in 2002, Orly was senior design manager at The Vanguard Group where she directed all of the marketing materials for Vanguard's institutional clients and helped manage an operating budget that included \$10 million in printing.

Orly is an adjunct professor at Philadelphia University, where she teaches "Visual Literacy" and was a guest lecturer in the MBA program. Orly is a featured speaker at The Science Center, where she runs workshops on brand-related issues and "the key role that brand identity plays on the bottom line."

In the fall of 2005, Orly was a guest panelist at the Sustainable Business Network SVI national business conference in Philadelphia.

A graduate of Cincinnati College of Design, Architecture and Art, one of the top-ten design schools in the country, Orly grew up in Lausanne, Switzerland, and is bilingual in French and English.

For information, call 215.951.2900 or visit www.PhilaU.edu/continuinged/events.

To read more about Orly Zeewy and her work, visit www.zeewy.com.



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